



WPTV

ORDER

Print Date 10/11/12

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Flight Dates **10/08/12-10/14/12**

Contract / Revision **313896 /**
Original Date / Revision
 10/04/12 10/04/12
Advertiser **Bogdanoff / Republican / Se**

Product
Ellyn Bogdanoff Campaign
Agency Com 15%
Billing Contact
919 Prince Street
Alexandria, VA 22314

Agency **McLaughlin & Associates**
Buying Contact

919 Prince Street
Alexandria, VA 22314

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **550**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	23	\$20,591.25	\$24,225.00	0.00
Totals	23	\$20,591.25	\$24,225.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/14/12	23	\$20,591.25	\$24,225.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/08/12	10/09/12	M-F 9-10a M-F 9-10a	CM	9-10a	11-----	:30	2	\$650.00	FX	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	11-----		2				\$650.00		0.00			
N 2	WPTV	10/08/12	10/12/12	M-F 10-11a M-F 10-11a	CM	10-11a	1-1-1--	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-1-1--		3				\$475.00		0.00			
N 3	WPTV	10/08/12	10/12/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1-1-1--	:30	3	\$425.00	P-1	0.00	NM	3	\$1,275.00



WPTV

Print Date: 10/11/12

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Contract / Revision **313896** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 10/04/12/ 10/04/12

Order Sep 00:20:00

Advertiser **Bogdanoff / Republican / S** Product **Ellyn Bogdanoff Campaign** Estimate # **550**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/08/12	10/12/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1- 1- 1- -	:30	3	\$425.00	P-1	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1- 1- 1- -					3	\$425.00		0.00			
N 4	WPTV	10/08/12	10/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	1- 1- - - -	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1- 1- - - -					2	\$1,600.00		0.00			
N 5	WPTV	10/12/12	10/12/12	M-F 530-6p M-F 530-6p	CM	530-6p	- - - - 1- -	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - 1- -					1	\$1,600.00		0.00			
N 6	WPTV	10/08/12	10/12/12	M-F 6-630p M-F 6-630p	CM	6-630p	1 1 1 1 1- -	:30	5	\$1,800.00	FX	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1 1 1 1 1- -					5	\$1,800.00		0.00			
N 7	WPTV	10/09/12	10/11/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1- 1- - -	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- 1- 1- - -					2	\$1,400.00		0.00			
N 8	WPTV	10/13/12	10/13/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - - S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$850.00		0.00			
N 9	WPTV	10/13/12	10/13/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	- - - - - S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S-					1	\$500.00		0.00			
N 10	WPTV	10/14/12	10/14/12	Su 8-9a Su 8-9a	CM	8-9a	- - - - - S	:30	1	\$1,075.00	FX	0.00	NM	1	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$1,075.00		0.00			
N 11	WPTV	10/14/12	10/14/12	Su 6p Su 6p	CM	6-630p	- - - - - S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S					1	\$850.00		0.00			
N 12	WPTV	10/08/12	10/12/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF- -	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF- -					1	\$350.00		0.00			
Totals														23	\$24,225.00